

**Final Report  
NN/LM Pacific NW Region  
Subcontracts and Outreach Awards**

**April 17, 2008**

Title of the Project:	Promotion of the New MEDICOR Region-Wide Health Information Portal
Name of Institution:	Spokane County Medical Society
Project Leader's Name:	George L. McAlister
Project Leader's Mailing Address:	104 South Freya, Orange Flag Building Suite 114 Spokane, WA 99202
Project Leader's Email:	george@spcms.org
Project Leader's Phone:	509-325-5010 x 34
Time Period Covered:	May 1, 2008 to February 28, 2009
Date Submitted:	April 17, 2009

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**1. Executive summary. Please provide a brief narrative summarizing major accomplishments made during the award period:**

**Overview**

After two years of development, the Spokane County Medical Society launched on May 1, 2008, an Internet-based medical library information portal called Medicor (<http://spcmsmedicor.org>). Medicor is a single sign-on consolidated search environment and link resolver which offers a convenient way to remotely access, search and retrieve free and licensed electronic health information resources. Four Spokane-area hospitals continue to participate in the Medicor project: Deaconess Medical Center, Valley Hospital & Medical Center, Providence Sacred Heart Medical Center, and Providence Holy Family Hospital. Kootenai Medical Center, an early participant, has opted out of the project.

The primary objective of this Express Outreach Award project was to develop an extensive awareness and promotion campaign designed to:

- 1) acquaint at least 50% of the 900+ (or 475) physicians and physician assistants members of the Spokane County Medical Society with Medicor's features, functionality and resources;
- 2) solicit ongoing financial support for the project from key hospital administrators; and
- 3) register and train at least 25% (or 225) of the Society's membership.

During the time period of the project, access to the Medicor health information portal was limited to the 900+ members of the Spokane County Medical Society. Registrants were also required to be on the active medical staff of at least one of the four participating hospitals.

During the award period of May 1, 2008 to February 28, 2009:

- 1) meetings and demonstrations were held with fourteen (14) key hospital administrators
- 2) thirteen (13) medical practice group demonstrations and training sessions were conducted for one hundred and eighty five (185) physicians, physician assistants and employees
- 3) six (6) news articles were published
- 4) seven (7) all-member broadcast FAX/emails were sent to all physicians and physician assistants
- 5) sixty eight (68) physicians and physician assistants were privately trained, and
- 6) two hundred and thirty seven (237) physicians and physician assistants were registered, trained and actively used the portal during the reporting period

**Comment:** As a direct result of Express Outreach marketing activities, the Medicor project received ongoing support funds from the Foundation for Deaconess and Valley Health Care (\$47,000) and Sacred Heart Medical Center (\$47,000) to continue the project through 2009. Because of this financial support and the positive responses from project participants, the Spokane County Medical Society has now initiated a second phase of the project (Feb 28, 2009-) that extends Medicor access to all allied-health professionals and employees at the four participating hospitals.

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## **2. Description of Progress toward the Project's Major Objectives:**

**Objective 1:** *By the end of the outreach program, at least 50% of the 900+ physician-members of the Spokane County Medical Society will know how to obtain a username and password to login to the Medicor information portal, be aware of Medicor's basic features and functionality, and know how to access basic patient care information; including authoritative information available through NLM-produced or sponsored resources.*

We achieved this objective. A majority of the 900+ physician-members of the Spokane County Medical Society have been made aware of Medicor and its resources through: 1) onsite presentations, demonstrations and training sessions at medical staff and group practice meetings; 2) bi-monthly Fax/email blasts to all members of the Spokane County Medical Society; 3) instructional "hot tip" emails sent to registered users on Medicor's features, functionality and resources; and 4) the development and distribution of support documents, handouts, tutorials and presentation materials. These activities are ongoing.

**Comment:** six (6) news articles were published in the Medical Society's monthly newsletter "The Messenger", and seven (7) broadcast FAX/emails were sent to all members, describing the project and encouraging members to sign up to use Medicor. While most members have an accurate email address on record, emails are not always read or the communication may be deleted by spam filters. As such, important notices sent from the Medical Society are sent repeatedly and are also faxed to office or practice managers for posting or distribution. All notices encouraged members to either call the Medical Society to register or apply online (<http://spcmsmedicor.org/new/apply.html>). Seventy two percent (72%) of registrants took advantage of the online, interactive PDF form

**Objective 2:** *By the end of the outreach program, at least 80% of key administrators who are responsible for library/information services at each participating hospital facility will be familiar with the goals, objectives, features, and functionality of the Medicor information portal.*

We have achieved this objective. Numerous face-to-face meetings with fourteen (14) key hospital administrators have resulted in extensive regional support and collaboration. The following administrators were personally contacted:

Community Health Systems (Deaconess Medical Center and Valley Hospital & Medical Center)

- Robert G. Hartman, M.D. FACOG, Vice President Medical Affairs
- Arleen Geer, Medical Librarian

Sacred Heart Medical Center

- Jeff Collins, MD, Chief Medical Officer
- Elaine Couture, Chief Operating Officer
- Dodie Ruzicki, PhD, RN, Director of Educational Services
- Sandy Keno, Medical Librarian

Holy Family Hospital

- Jeanne Ryan-Town, Director of Education
- Amy Johnson, Medical Staff Office

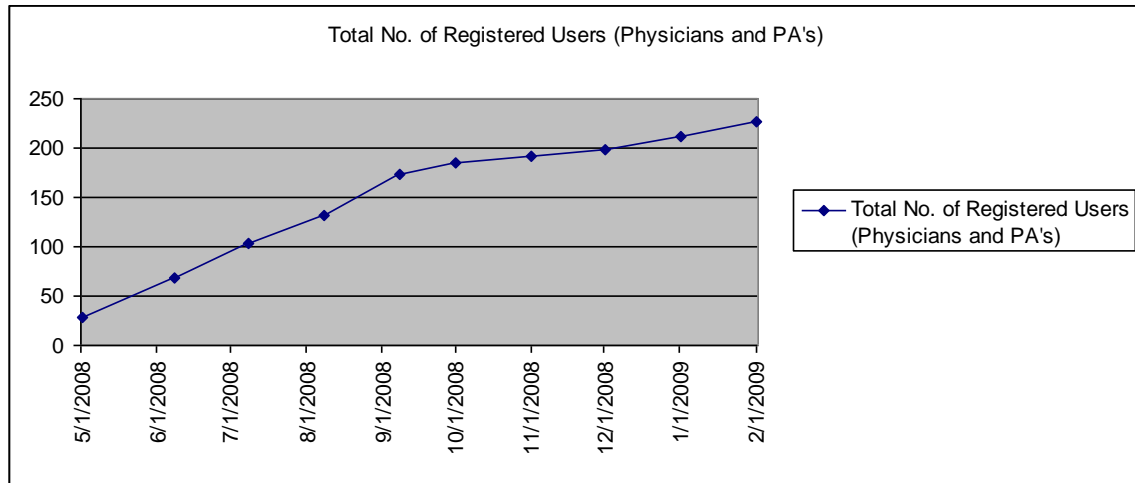
Spokane County Medical Society

- Jeffrey O'Connor, MD, Immediate Past-President
- Courtney Clyde, MD, President
- Jan Monaco, Chief Executive Officer
- Don Cubberley, MD, Chair, Electronic Medical Library Committee
- Jon Copeland, Inland Imaging, Chair, Medical Informatics Committee, 2008
- Stefan Humphries, MD, St. Lukes Rehabilitation Institute, Chair, Medical Informatics Committee, 2009

**Objective 3: At least 25% (or 225) of the physician-members of the Spokane County Medical Society will obtain a Medicor username and password, and will login to the portal.**

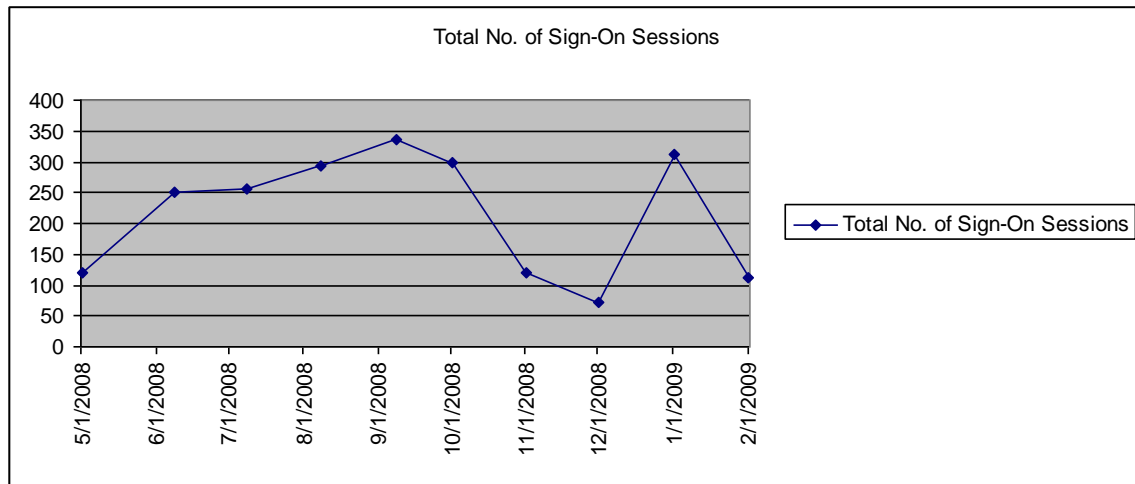
As of February 28, 2009, 237 physicians/physician assistants have been registered, obtained a username and password, and are actively using Medicor (see chart below). Registrants must complete either a paper or online, interactive PDF form which confirms their membership in the Spokane County Medical Society, their affiliation with one or more of Medicor's participating hospitals, and covers conditions of use of licensed resources. The online, interactive version of this registration form is located at <http://spcmsmedicor.org/new/apply.html>

**Total No. of Registered Members of the Spokane County Medical Society  
May 1, 2008 to February 28, 2009**



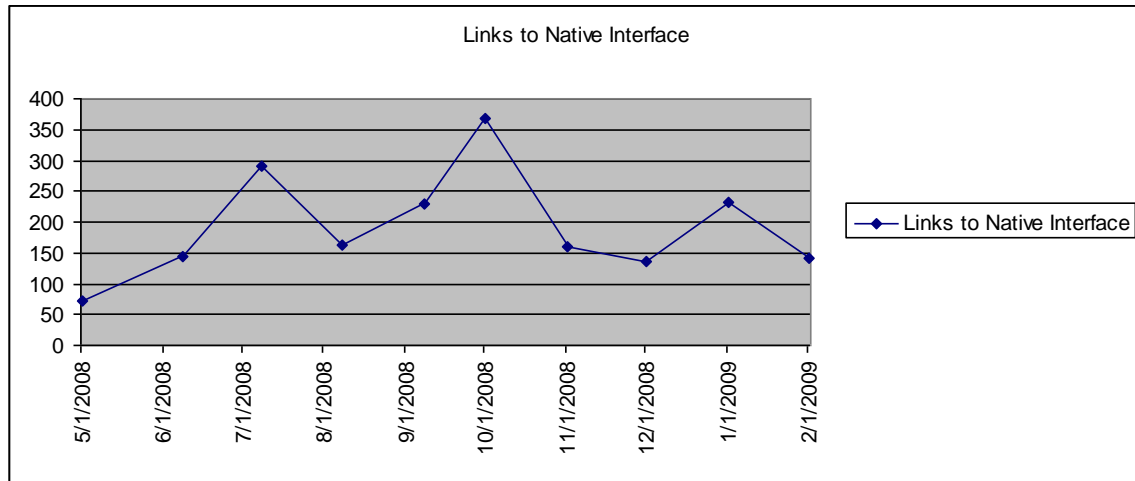
**Number of Sign-On Sessions since launch.** Single sign-on sessions ranged from a low of 72 sessions during the month of December, 2008, to a high of 336 sessions in September, 2008 (see chart below). Active sessions since project completion continue to remain strong, with two hundred fifty one (251) sign-on sessions in the first two weeks of April, 2009.

**Total No. of Sign-On Sessions  
May 1, 2008 to February 28, 2009**



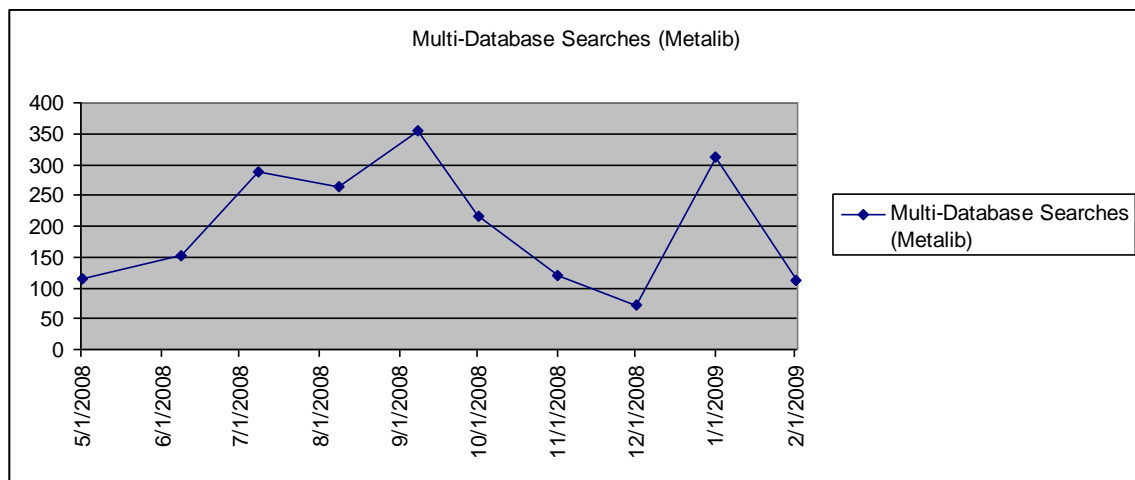
**Links “clicked” to database searches and other electronic resources.** A high of **367** electronic resources were accessed during the month of October 2008 (see chart below).

**Links “Clicked” to Electronic Databases  
May 1, 2008 to February 28, 2009**



**Multiple databases searched simultaneously (Google®-Like federated search engine).** See chart below for activity. Up to 10 databases can be searched simultaneously. High Sep 2008 of 355 searches; low Dec 2008 of 72 searches)

**Multi-Database Searching  
May 1, 2008 to February 28, 2009**



**Publicity/Marketing Activities:**

**Onsite group presentations and training sessions. Thirteen (13)** group demonstration and training sessions were conducted during the reporting period.

**Onsite Presentations (May 1, 2008 – February 28, 2009)**

Target Group	Purpose and Audience and (No. attending)	Date
Medical Informatics Group	Demonstration to regional informatics group comprised of physicians and area medical informatics professionals (27)	May 11, 2008;6:45AM
Spokane Internal Medicine	Demonstration to medical practice group monthly meeting (18 physicians and PA's)	June 11, 2008;5:45PM
Valley Emergency Physicians	Demonstration to medical practice group (10 physicians and PA's)	June 15, 2008;3:00PM
Valley Medical Center Professional Staff Meeting	Demonstration at annual meeting of Valley Medical Center medical staff (29 Physicians and PA's)	June 17, 2008;12:00PM
Deaconess Medical Center General Medical Staff	Demonstration at annual meeting of Deaconess Medical Center medical staff (24 Physicians and PA's)	July 17, 2008;5:30PM
Deaconess Medical Center Medical Staff Executive Committee	Demonstration at meeting of Deaconess Medical Center medical staff executive committee (19)	July 22, 2008;11:45AM
Associated Family Physicians	Demonstration to medical practice group (8 physicians and PA's)	July 29, 2008;3:00PM
Spokane County Medical Society CME Committee	Demonstration to CME standing committee (5 physicians)	September 23, 2008;12:15PM
Inland Imaging Board of Directors	Demonstration to 23 Radiologists and administrators	October 2, 2008;5:45PM
Holy Family General Medical Staff Meeting	Demonstration to 28 physicians	November 17, 2008;6:00PM
Valley OBGyn Monthly Meeting	Demonstration to 6 physicians	January 12, 2009;1:00PM
Spokane Regional Health District	Demonstration & training to 8 employees	January 28, 2009;10:00AM

Update In Internal Medicine conference	Exhibitor (9 training sessions)	February 27-28, 2009
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**Individual training sessions:** Sixty eight (68) physicians/physician assistants were trained during the reporting period.

**Bi-monthly Fax/email blasts:**

- a. FAX/Email 1: [Physicians and PA's: Have you tried Medicor, our free patient care information portal?](#) (pdf) May 29, 2008
- b. FAX/Email 2: [It's free! Convenient, remote access to medical databases, journals, books and Web sites. Have you signed up for Medicor?](#) (pdf) June 12, 2008
- c. FAX/Email 3: [Would you like easy, remote access to the latest 'point-of-care' clinical information?](#) (pdf) June 25, 2008
- d. FAX/Email 4: [Get remote access to your medical library's electronic resources.](#) (pdf) July 28, 2008
- e. FAX/Email 5: [Get anywhere, anytime access to essential medical textbooks](#) (pdf) August 19, 2008
- f. FAX/Email 6: [Medicor is now available to Holy Family Hospital members](#) (pdf) September 10, 2008
- g. FAX/Email 7: [BMJ Point of Care is now available thru Medicor!](#) (pdf) Oct 23, 2008

**Instructional "Hot Tips":**

- a. [Using Citation Linker](#) (Sep 18, 2008)
- b. About BMJ Point of Care (Oct 24, 2008)
- c. Google Flu Trends (Nov 14, 2008)
- d. Flu Resources (Nov 25, 2008)
- e. Email Tables of Contents (Jan 9, 2009)
- f. Free Tables of Contents (Jan 20, 2009)

**Newsletter articles:**

- a. [Medicor Receives \\$47,000 Gift](#), The Message, November 2008, page 7 (pdf)
- b. [Medicor is Now Available to Holy Family Hospital Physicians and Physician Assistants](#), The Message, October 2008, page 7 (pdf)
- c. [Anytime, Anywhere Access to Essential Medical Textbooks](#), The Message, September 2008, page 7 (pdf)
- d. [Have You Browsed Medicor's 12,000+ Electronic Journal Collection?](#), The Message, August 2008, page 8 (pdf)
- e. [Find Useful Medical Information Quickly and Easily](#), The Message, July 2008, page 7 (pdf)
- f. [What is HEAL-WA?](#), The Message, July 2008, page 14 (pdf)
- g. [Have You Tried Medicor?](#), The Message, June 2008, page 6 (pdf)
- h. [Access to Patient Care Information Resources Has Just Been Made Easier](#), The Message, April 2008, page 11 (pdf)
- i. [Do You Want To Be A Beta Tester?](#), The Message, December 2007, page 18 (pdf)



\*The Message is the Spokane County Medical Society's monthly newsletter.

**Support materials developed:**

- a. [Medicor-A Patient Care Information Portal for Physicians](#), May 21, 2008 (pdf)
- b. Grant Award - [An outreach program to promote the new Medicor region-wide health information portal](#) (pdf)
- c. PowerPoint Presentation (7 slides) - [Medicor](#) (pdf)
- d. [Medicor Quick-Start Guide](#) (pdf)
- e. [Have you tried Medicor, our free medical library information portal?](#) -brochure (pdf)
- f. [Help & Information section](#)
- g. [Online Interactive Tutorials](#)
- h. [Meebo](#) instant messaging service for user help questions

**Web site development activities:**

An entrée Website was developed to access the Medicor search engine and link resolver; a third information portal was added for Holy Family Hospital, allowing single sign-on, remote access to their electronic databases, books and journals; and nine animated tutorials were developed to instruct users on how to use Medicor <http://spcmsmedicor.org/new/help.html#tutorials>

**Exhibits:**

A traveling exhibit board was developed. Medicor was an exhibitor at the Update in Internal Medicine Conference, February 27-28, 2009, Spokane, Washington.

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**3. Loansome Doc/Document Delivery Activities:**

N/A

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**4. Evaluation Activities:**

A post-outreach, user satisfaction survey was sent to all registrants at the end of the project using the Spokane County Medical Society's SurveyMonkey.com account. Survey results were not statistically significant because of poor response. Of 237 registered physicians and PA's only 10 responded (4%) to the survey.

Perhaps more significant are the statistical reports available through Medicor which continue to show a strong, consistent usage of the Medicor search engine, link resolver and remote electronic resources. Comprehensive statistics on 1,175 resources are available in the following areas by any date range and institution combination:

- 1) number of searches by resource and access method (e.g., number of searches performed against the Journals@Ovid database)
- 2) number of times a user has selected a specific resource category (e.g., how often the journal collection was consulted)
- 3) number of daily sessions
- 4) number of times users link to the native interface of a resource (e.g., PubMed or MedlinePlus)
- 5) the types of queries performed by users (e.g., Sodium bicarbonate vs sodium chloride for the prevention of contrast medium-induced nephropathy)

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**5. Problems/Corrective Actions (including significant changes made in implementation of the project):**

- a. One of our original participating hospitals, Kootenai Medical Center, withdrew from the project. Holy Family Hospital, located in Spokane, Washington, was chosen as a suitable replacement and a separate portal was set up for that institution. Because Holy Family Hospital does not have a medical library, Medicor has become one of the primary points of access to electronic health information.
- b. Empire Health Services (Deaconess Medical Center and Valley Hospital & Medical Center), was purchased by Community Health Systems of Brentwood Tennessee and closed their medical library during the acquisition process. As there is no longer a medical librarian (or a physical library) to serve Deaconess and Valley hospitals, it was difficult to coordinate outreach efforts at those locations. Recently, EHS/CHS has agreed to pay to fund Medicor through 2009, while continuing to pay for their subscriptions to licensed, electronic health resources.

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**6. Lessons Learned/Significant Feedback:**

Re: publicizing Medicor using email and FAX distribution lists. While the Spokane County Medical Society maintains accurate email and FAX distribution lists, many physicians either do not read these communications or want to be bombarded with notifications about Society projects. Perhaps the most effective way we found to publicize Medicor and reach our physician/physician assistant target audience was to work through their office/practice managers. Office managers, identified through their membership in the Inland Northwest Medical Group Management Association, were very interested in the benefits of our project; received, posted and kindly distributed Medicor notices to their staff physicians; arranged for presentations at monthly meetings; coordinated personal training sessions; and were generally interested in the benefits of this project to their staff and patients. Second, we also publicized the project through several of the Medical Society's standing committees, including the Electronic Medical Library Committee, the Medical Informatics Committee and the CME Committee. Finally, we gave 15-30 minute presentations at each of the annual General Staff meetings at the four participating hospitals.